

Key Stakeholders Template

	Familiar Existing Stakeholders	Adjacent Stakeholders to Your Project, Team or Company	Theoretical Future Stakeholders
Your Organization	Usual suspects: specifically list those within your organization (people/ job titles) who have a direct relationship with you	Those internal stakeholders who are one or two degrees removed from you but who indirectly intersect with you, your project or your team on its future	Those internal stakeholders who are not currently directly or indirectly connected to your team but could be later on
Your Partners	Usual suspects: your existing partners	Those indirect partners who are connected to you through another entity	Those partners who are not currently directly or indirectly connected to your organization but could become partners later on
Your Customers	Usual suspects: your current constituents/ customers	Those customers who indirectly benefit from the work of your organization	Those customers who have no relationship with your organization today but could become customers later on
Your Adversaries	Usual suspects: current competitors or adversaries	Those internal stakeholders, partners, competitors or others who would benefit if your project, team or company fails	Those who are not currently adversaries but could become adversaries in the future if your project, team or company succeeds



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